

Message Text

UNCLASSIFIED

PAGE 01 BONN 10449 011755Z

63

ACTION AGR-20

INFO OCT-01 EUR-25 ISO-00 EB-11 USIA-15 STR-08 COME-00

DRC-01 RSC-01 /082 W

----- 098434

R 011744Z JUL 74

FM AMEMBASSY BONN

TO SECSTATE WASHDC 3543

UNCLAS BONN 10449

DEPARTMENT PASS AGRICULTURE FOR HALLOWELL, MINYARD,
BERNITZ; PASS USIA

E.O. 11652: N/A

TAGS: EAGR, GW

SUBJECT: DUESSELDORF HOTEL SALES EXHIBIT FOR U.S. FOODS

1. THE FIRST SALES EXHIBIT FOR U.S. FOODS EVER TO BE HELD IN A HOTEL IN GERMANY DREW TO A SUCCESSFUL CONCLUSION ON WEDNESDAY 26 JUNE 1974. THE EXHIBIT WAS HELD IN THE RHEINLANDSAAL OF THE DUESSELDORF HILTON HOTEL FOR TWO AND ONE-HALF DAYS BEGINNING MONDAY 24 JUNE THRU MIDDAY 26 JUNE, AND THE 20 EXHIBITING FIRMS WERE VISITED BY WELL OVER 400 OF THE TOP BUYERS FROM THE LEADING RETAIL/WHOLESALE, INSTITUTIONAL, HOTEL/RESTAURANT, AND FOOD MANUFACTURING/PROCESSING ORGANIZATIONS IN THE RHEIN-RUHR REGION OF THE GERMAN STATE OF NORTH-RHEIN-WESTFALIA.

2. THE EXHIBIT WAS SPONSORED BY THE FOREIGN AGRICULTURAL SERVICE OF THE U.S. DEPARTMENT OF AGRICULTURE AND WAS THE LAUNCH PROJECT OF A PLANNED SERIES OF SUCH HOTEL SALES EXHIBITS WHICH WILL BE STAGED ANNUALLY IN VARIOUS GEOGRAPHIC LOCATIONS IN GERMANY BEGINNING IN THE SPRING OF 1975. THE EXHIBITS WILL BE KEPT SMALL AND PORTABLE AND ARE DESIGNED TO BRING THE TRADERS TO THE TRADE, ON A REGIONAL AND HIGHLY SELECTIVE BASIS.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BONN 10449 011755Z

3. THE EXHIBITORS AT DUESSELDORF, COMPRISED NOT ONLY

OF IMPORTERS AND AGENTS OF U.S. FOODSTUFFS BUT ALSO IMPORTERS AND PROCESSORS OF U.S. RAW MATERIALS, SUCH AS RICE AND SOYBEANS, WERE UNIFORMLY ENTHUSIASTIC ABOUT THE EXTREMELY HIGH LEVEL OF THE VISITORS THAT ATTENDED THE EXHIBIT, THE NUMBER OF HIGH LEVEL CONTACTS MADE IN JUST TWO AND ONE-HALF DAYS, AND THE ACTUAL AND ANTICIPATED SALES THAT RESULTED FROM THEIR PARTICIPATION. SALES FIGURES WILL BE REPORTED IN A SUCCEEDING COMMUNICATION. ALL PARTICIPANTS INDICATED THEIR WILLINGNESS TO TAKE PART IN FUTURE SUCH EVENTS.

3. THE OFFICE OF THE AGRICULTURAL ATTACHE/BONN PLANNED, ORGANIZED, AND EXECUTED THE DUESSELDORF PROJECT. USIS/BONN COOPERATED CLOSELY WITH FAS/BONN IN COMPOSITION, DESIGN, AND CONSTRUCTION OF THE EXHIBIT, AND GENEROUSLY CONTRIBUTED TIME, PERSONNEL, AND EQUIPMENT FOR PRINTING AND OTHER ASSISTANCE. THE ATTACHE WISHES TO ESPECIALLY ACKNOWLEDGE A DEBT OF GRATITUDE TO MRS. MARLISE WILKE OF THE AGRICULTURAL STAFF, AND TO MR. DIETER LOMMEL OF USIS, WHOSE OUTSTANDING EFFORTS CONTRIBUTED SO DECISIVELY AND MATERIALLY TO THE SUCCESS OF THE ENDEAVOR. THE AGRICULTURAL ATTACHE LOOKS FORWARD TO ADDITIONAL SUCCESSFUL TRADE PROMOTION EFFORTS IN COOPERATION WITH USIS IN THE FUTURE.
HILLENBRAND

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE FAIRS
Control Number: n/a
Copy: SINGLE
Draft Date: 01 JUL 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BONN10449
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740174-0812
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740785/aaaacuya.tel
Line Count: 86
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION AGR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: boyleja
Review Comment: n/a
Review Content Flags:
Review Date: 10 JUN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <10 JUN 2002 by thomasv0>; APPROVED <15 JAN 2003 by boyleja>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: DUESSELDORF HOTEL SALES EXHIBIT FOR U.S. FOODS
TAGS: EAGR, BEXP, OCON, GE
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005